



# Trade World UTAH

August/September

## Calendar of Events

### Published by:

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### In Cooperation With:

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Division of Business & Economic  
Development  
Department of Community & Economic  
Development  
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**September 12**  
12:00 p.m.- 1:30 p.m.

**Utah World Trade Association Luncheon**  
"Financing Your Export Sales Through U.S. Government Assistance Programs"

Hampton Inn  
10690 Holiday Park Dr., Sandy, UT  
603 East South Temple Street, Salt Lake City  
Dennis Chisbaum, Regional Manager for International Trade Programs, U.S. Small Business Administration, Denver, Colorado

**Speaker:**

**Cost:**

**RSVP:**

\$15, includes catered lunch

Via Paypal ([www.paypal.com](http://www.paypal.com)) by Sept. 9.

\*\*For individual consultations with Dennis Chisbaum, slots from 1:30-4:00pm, RSVP to Michelle Huo at [utahworldtrade@msn.com](mailto:utahworldtrade@msn.com) or (801) 422-8034 by Sept. 9.

**September 19**

**Utah World Trade Association Golf Tournament**

Gladstan Golf Course  
#1 Gladstan Drive  
Payson, UT 84651

**Time:**

**Cost:**

**Format:**

Check in from 7:30 to 8:00 a.m., Shotgun start at 8:30 a.m.

\$60.00 per person/\$240.00 per foursome

Best Ball Scramble

For this event please RSVP to tournament organizer **Lisa Cox** at [lisa@freightlinks.net](mailto:lisa@freightlinks.net).

### South African Safari 2003

The American Embassy's Commercial Service in Durban, South Africa is pleased to introduce you to its **"South African Safari 2003"** Catalogue Show this October.

This trade event is especially designed to introduce American products and services to interested South African buyers. This exciting marketing opportunity will be taken to South Africa's three largest markets - Durban, Cape Town and Johannesburg, in road show style allowing your company maximum exposure to Africa's largest market.

South Africa's market of 44 million people and pro-business environment make it the logical choice for many American companies seeking to do business on the continent. The country boasts the most advanced, broad based, and productive economy in Africa, with a \$126 billion GDP and world-class financial sector.

For a fee of \$150, you will:

- Reach thousands of South African businesses in 3 major cities
- Receive trade leads after every show
- Receive the high level exposure and publicity generated by the American Embassy's visit to all three cities
- Receive company listing in "South African Safari's" directory at no extra South Africa Safari will promote U.S. products and services in the following sectors identified as best prospects: Aerospace/Defense, Apparel/Textiles, Auto Parts, Consumer Goods, Environmental Technologies, Information/Communications Technologies, Infrastructure/Mining, Medical/Healthcare/Cosmetics, Oil and Gas/Chemicals and Safety and Security.

For more information about this trade event, contact the Salt Lake Export Assistance Center at (801) 524-5116, or contact Cindy Holland at [cindy.holland@mail.doc.gov](mailto:cindy.holland@mail.doc.gov) to register for the event.

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## Trade Resources

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### Advanced Technology Program

The Advanced Technology Program (ATP) bridges the gap between the research lab and the market place, stimulating prosperity through innovation. Through partnerships with the private sector, ATP's early stage investment is accelerating the development of innovative technologies that promise significant commercial payoffs and widespread benefits for the nation. As part of the highly regarded National Institute of Standards and Technology, the ATP is changing the way industry approaches R&D, providing a mechanism for industry to extend its technological reach and push out the envelope of what can be attempted. Technology research in the private sector is driven by today's global, economic realities. The pace of technological change is faster than ever before, and victory goes to the swift. These realities force companies to make narrower, shorter-term investment in R&D that maximize returns to the company quickly.

The ATP views R&D projects from a broader perspective – its bottom line is how the project can benefit the nation. In sharing the relatively high development risks of technologies that potentially make feasible a broad range of new commercial opportunities, the ATP fosters projects with a high payoff for the nation as a whole – in addition to a direct return to the innovators. The ATP has several critical features that set it apart from other government R&D programs:

1. **ATP projects focus on the technology needs of American industry, not those of government.** Research priorities for the ATP are set by industry, based on their understanding of the marketplace and research opportunities. For-profit companies conceive, propose, co-fund, and execute ATP projects and programs in partnerships with academia, independent research organizations and federal labs.
2. **The ATP has strict cost-sharing rules.** Joint ventures (two or more companies working together) must pay at least half of the project costs. Large, Fortune-500 companies participating, as a single firm must pay at least 60 percent of total project costs. Small and medium-sized companies working on single firm ATP projects must pay a minimum of all indirect costs associated with the project.
3. **The ATP does not fund product development.** Private industry bears the costs of product development, production, marketing, sales and distribution.
4. **The ATP awards are made strictly on the basis of rigorous peer-reviewed competitions.** Selection is based on the innovation, the technical risk, potential economic benefits to the nation and the strength of the commercialization plan of the project.
5. **The ATP's support does not become a perpetual subsidy or entitlement.** Each project has goals, specific funding allocations, and completion dates established at the outset. Projects are monitored and can be terminated for cause before completion.

The ATP partners with companies of all sizes, universities and non-profits, encouraging them to take on greater technical challenges with potentially large benefits that extend well beyond the innovators – challenges they could not or would not do alone. For smaller, start-up firms, early support from the ATP can spell the difference between success and failure. To date, more than half of the ATP awards have gone to individual small businesses or to joint ventures led by a small business. Large firms can work with the ATP, especially in joint ventures, to develop critical, high-risk technologies that would be difficult for any one company to justify because, for example, the benefits spread across the industry as a whole.

Universities and non-profit independent research organizations play a significant role as participants in ATP project. Out of 642 projects selected by the ATP since its inception, well over half of the projects include one or more universities as either subcontractors or joint-venture members. All told, there are more than 160 individual universities participating the ATP projects.

ATP awards are selected through open, peer-reviewed competitions. All industries and all fields of science and technology are eligible. Proposals are evaluated by one of several technology-specific boards that are staffed with experts in fields, such as biotechnology, photonics, chemistry, manufacturing, information technology, or materials. All proposals are assured an appropriate, technically competent review even if they involve a broad, multi-disciplinary mix of technologies.

The ATP accepts proposals only in response to specific, published solicitations. Notices of ATP competitions are published in **Commerce Business Daily**. You may also request to be placed on a mailing list to receive notification of ATP competitions and other events by calling the ATP automated hotline at **1-800-ATP-FUND** or by sending email to [atp@nist.gov](mailto:atp@nist.gov). The ATP Proposal Preparation Kit may be requested at any time. In addition to the necessary application forms, the kit includes a thorough discussion of the ATP goals and procedures as well as useful guidelines in the preparation of a proposal. Further information can also be found on the program's web site at [www.atp.nist.gov](http://www.atp.nist.gov).

**Hotline:** 1-800-ATP-FUND

**Email:** [atp@nist.gov](mailto:atp@nist.gov)

**Fax:** (301) 926-9524

**Homepage:** [www.atp.nist.gov](http://www.atp.nist.gov)

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## Trade Resources

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### Manufacturing Extension Partnership

The **Manufacturing Extension Partnership** (MEP) is a nationwide network of not-for-profit centers in over 400 locations nationwide, whose sole purpose is to provide small and medium sized manufacturers with the help they need to succeed. The centers, serving all 50 States and Puerto Rico, are linked together through the Department of Commerce's National Institute of Standards and Technology. Centers are funded by federal, state, local and private resources to serve manufacturers. That makes it possible for even the smallest firms to tap into the expertise of knowledgeable manufacturing and business specialists all over the United States. These specialists are people who have had experience on manufacturing floors and in plant operations. Each center works directly with area manufacturers to provide expertise and services tailored to their most critical needs, which range from process improvements and worker training to business practices and applications of information technology. Solutions are offered through a combination of direct assistance from center staff and outside consultants. Centers often help small firms overcome barriers in locating and obtaining private-sector resources. Since the beginning of MEP, over 149,000 firms have been assisted.

### Impact and Results

Evaluation is a key element of all MEP programs and activities. Results are used to assess the effectiveness of services and their impact on the performance of client firms, and to help guide planning at both the center and network levels. By measuring short-and long-term impacts, MEP can assess economic returns on the federal investment in manufacturing extension services. Many studies are finding that small manufacturers who work with their local MEP center show dramatic improvements. For example, in a survey of MEP clients served from October 2000 through September 2001, 4,800 companies around the country reported that, as a result of MEP services, they:

- Created or retained 25,000 jobs;
- Increased or retained \$2.2 billion in sales;
- Realized \$442 million in cost savings; and
- Invested \$681 million in modernization, including plant and equipment, information systems, and workforce and training.

Other independent studies also have yielded solid evidence of performance and economic benefits. For example, researchers at the Center for Economic Studies, U.S. Census Bureau, found that manufacturing extension clients experienced between 3.4 percent and 16 percent more growth in labor productivity over a five-year period than similar non-client firms. The productivity growth of the 1,559 firms studies translates into \$484 million in additional value-added at client firms.

For more information, contact Janice Kosko at (301) 975-2767, or to the main MEP website at <http://www.mep.nist.gov>.

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## Trade Opportunities

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### REBUILD IRAQ 2004

**19 - 23 January 2004**

**Kuwait International Fair Grounds  
Mishref, Kuwait**

### Rebuild Iraq 2004 connects international suppliers with the decision makers overseeing the rebuilding of Iraq

On January 19-23, 2004, the "REBUILD IRAQ 2004" trade show will be held in Kuwait, at the International Fair Grounds. The following sectors have been identified as offering the best prospects for companies interested in the Iraqi market:

- BUILDING & CONSTRUCTION
- OIL & GAS
- MUNICIPAL SERVICES & SECURITY
- HOSPITALS & HEALTH
- IT & COMMUNICATIONS
- EDUCATION & SCHOOLS
- AGRICULTURAL INDUSTRY
- FOOD AND CONSUMER GOODS

For additional information, please visit the Rebuild Iraq website at: [www.rebuild-iraq-expo.com](http://www.rebuild-iraq-expo.com) or e-mail the event organizers at [info@rebuild-iraq-expo.com](mailto:info@rebuild-iraq-expo.com).

**SHOWCASE YOUR PRODUCT INTERNATIONALLY**

**GAIN WORLDWIDE MARKET EXPOSURE by advertising in the source international importers use to find the latest cutting-edge American products!**

Commercial News USA (CNUSA), developed by the U.S. Department of Commerce, is a cost-effective way of reaching importers of American products. CNUSA gives companies three-pronged market exposure:

1. Your product is featured in a magazine sent to over 140,000 importers looking for American products in roughly 150 countries.
2. Your ad appears on the CNUSA website for one year.
3. Your ad appears in the new, online PDF version of CNUSA

For additional information contact the Salt Lake City USEAC at 801/524-5116; or contact the CNUSA Advertising Sales Office at 1-888-440-9161 and on the web at: [www.cnewusa.com](http://www.cnewusa.com)



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Salt Lake City, UT 84111

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**SLC Export Assistance Center Unveils New Website!**

The Salt Lake City Export Assistance Center (EAC) recently launched its new website, designed to assist Utah exporters with various aspects of the exporting process. The site includes news and events in the Rocky Mountain Region, upcoming trade events, a list of "exporting frequently asked questions," links to international trade and finance resources, and information on internship opportunities at the EAC. Check out our new site, today at: <http://www.buyusa.gov/rockymountain/utah>

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